Economic Update

November 2011

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Business Briefs

Average weekly earnings rose in every province in the 12 months to July, led by Newfoundland & Labrador. The slowest growth was in British Columbia, Nova Scotia and Ontario. In Newfoundland & Labrador, average weekly earnings in July amounted to $879.70, up 6.2% from July 2010. Newfoundland & Labrador has recorded year-over-year growth in earnings above the national average every month since December 2010.

Application deadlines for the Technology Utilization and Innovate & Demonstrate programs, has been extended to **November 30, 2011.** For further information, please visit: www.gov.nl.ca/innovation.

Average expenditure per household, St. John's metropolitan area *

	2008	2009	% change
Total expenditure	$70,318	$71,715	1.9
Food	7,087	6,946	-1.9
Shelter	12,029	13,487	12.1
Household operation	3,499	3,663	4.7
Household furnishings and equipment	2,318	2,323	.22
Clothing	3,127	2,911	-6.9
Transportation	10, 430	10,870	4.2
Health care	1,789	2,004	12.0
Personal care	1,247	1,241	-.48
Recreation	4,523	3,870	-14.4
Reading materials and other printed matter	269	221	-17.8
Education	1,124	1,023	-9.0
Tobacco products and alcohol	1,612	1,834	13.8
Games of chance	283	201	-29.0
Miscellaneous expenditures	919	607	-33.9
Personal taxes	14,235	14,834	4.2
Personal insurance payments /pension contributions	4,742	4,510	-4.9
Gifts of money and contributions	1,085	1,171	7.9

Source: Statistics Canada, Survey of Household Expenditure

City Building Permits (Oct 31, 2011)

Type	2010	2011	% Variance
Commercial	$101,500,000	86,700,700	-15
Industrial	300,000	2,600,300	767
Institutional	168,300,200	34,000,000	-80
Residential	136,200,600	197,000,900	45
Repairs	6,100,800	5,000,000	-18
Total	$412,401,600	$325,301,900	-21

Economic Indicators

- **The New Housing Price Index for St. John's Metro was 146.7 in August 2011 up 4.1% compared to the same month in the previous year.**
- **The Consumer Price Index for St. John's Metro was 122.1 in Sept 2011 up 3.6% compared to the same month in the previous year.**

Labour Force Characteristics, St. John's Metro, *(seasonally adjusted, three-month moving average)*

	Sept 11	Chg.*
Labour Force	111,900	2.2%
Unemployment Rate	6.7%	-1.4pt
Employment Rate	64.8%	1.8pt
Participation Rate	69.5%	0.9pt

** Same month previous year.*

ST. JOHN'S

DEPARTMENT OF ECONOMIC DEVELOPMENT, TOURISM & CULTURE

Business Approvals

Turndown BMX, 799 Water St.

Halloween Ally, 16-72 Hamlyn rd. 8

Chiropractic clinic, 67 Majors's Path

The Speakeasy, 377 Duckworth St.

Cellular Fashions, Avalon Mall

Lincoln Promotions, 22 Duffy Pl.

Inspire Collections, Village Mall

Eastern Newfoundland Geotourism MapGuide

Nominate your favourite place!

National Geographic Maps has joined organizations in Newfoundland and Labrador, along with the City of St. John's, to launch the first phase of the Newfoundland and Labrador Geotourism Project that will highlight the world-class natural and cultural attractions of Eastern Newfoundland. Local residents and visitors are invited to nominate the landmarks, attractions, activities, events and even local foods that define the region's character and distinctive appeal. Nominations may be made from Oct 12, 2011 to Jan 12, 2012, at www.nlgeotourism.com. A regional stewardship council has been formed as part of the MapGuide process to encourage and build beneficial partnerships. A primary task for the Geotourism Stewardship Council will be to review and sort submissions for National Geographic selection.

CPAWS
CANADIAN PARKS AND WILDERNESS SOCIETY
NEWFOUNDLAND AND LABRADOR CHAPTER

NATIONAL GEOGRAPHIC

Upcoming Events

Mineral Resources Review 2011	Nov 3 – 5	www.nr.gov.nl.ca/nr/mines/mineral.html
Atlantic Green Forum	Nov 7–8	www.landscapenl.org
The Canadian Innovation conversation	Nov 9	E-mail: CICP@eSourceEvent.com
APEC"s Business Outlook Conference	Nov 10	www.apec-econ.ca
ISO 9001:2008 Quality Management System - Lead Auditor Workshop	Nov 14 – 18	www.qualitymatters.net
Driving Customer-Led Growth	Nov 17–18; 24–25	www.mun.ca/gardinercentre/fall
Hebron Public Review Sessions	Nov 21 – 22	www.hebronpublicreview.ca
Canada Business NL Guest Advisor: Small Business Banking	Nov 24	www.canadabusinessnl.ca
Canada Business NL Guest Advisor: Legal Consultation	Nov 25	www.canadabusinessnl.ca
Annual Downtown St. John's Christmas Parade	Nov 27	www.downtownstjohns.ca
Boardroom Financial Essentials *By Directors for Directors*	Nov 29	www.icd.ca/BFE

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